

# Emory University Start:ME Program Entrepreneurship Workshop

**Location:** DeKalb County

**Status of County:** Distressed

**Project Timeframe:** January 2019 – September 2019

**Type of Assistance:** Technical Assistance



Photo from startmeatl.org



Photo taken during the Start:Me training

In collaboration with Emory University, the GT Economic Development Administration University Center team members served as a mentors to four small businesses from 2019 to 2020. two small businesses in the Clarkston Start:ME program. Start:ME is an intensive 14-week business training accelerator program for promising micro-entrepreneurs. The program teaches entrepreneurs how to write a one-page business plan, forecasting costs and revenues, and developing business communication skills among others.

The two businesses which GT mentored as part of the 2019 group were The Local Gem, a yoga studio with a small retail section, and a subscription box service for young girls to learn about careers in STEM fields. For the sessions beginning in January 2020, GT team members are working with two food entrepreneurs - *Creole Vegan* and *Sugarholic Desserts*. Both are caterers offering specialty foods - vegan meals and specialty desserts. The two teams mentored in 2020 were two entrepreneurial teams the GT team served on the Georgia State University Clarkston campus. These

two teams applied for and were accepted into the Start:Me program. At the time of the mentorship, the businesses were new – less than two years old – and were revenue positive.

